



**Utah  
Department  
of Health**

## **News Advisory**

**For Immediate Release**  
Wednesday, May 18, 2005

**Media contacts:**  
Aimee Edwards  
Crowell Advertising  
(801) 531-0533

or  
Lena Dibble  
Tobacco Control Program  
(801) 538-6917

### **The TRUTH Campaign Recognizes Contest Winners by Posting Kids' Original Ads on Refrigerators**

*Hundreds of Utah Youth to Celebrate Participating in the  
Truth from Youth Anti-tobacco Advertising Contest*

**WHO/WHAT:** The eighth annual TRUTH from Youth Anti-tobacco Advertising Contest, presented by the Utah Department of Health, will announce and recognize thirty-one winners at an awards ceremony featuring the "ultimate proud parent experience." All winning entries will be posted with magnets on refrigerators just as proud parents might do at home. Contest winners will also receive cash prizes and a refrigerator magnet award.

Following the awards celebration, all 6,483 TRUTH advertising contest entrants and their teachers, friends and families are invited to celebrate at a contest party. The celebration will include Sumo-Tyme games; a hypnotist; Subway sandwiches; local band, Broke; and face painters.

**WHEN:** Friday, May 20, 2005  
1:00 p.m. Awards ceremony  
3:30 - 7:30 p.m. Contest celebration

**WHERE:** The Gateway Union Pacific Depot and Plaza  
90 South 400 West  
Salt Lake City

The Awards Ceremony will be held in the Union Pacific Depot and the celebration will be held outside on the plaza. Parking is available at the north end of the Gateway, turning west on Rio Grande near the plaza.

**WHY:** The TRUTH from Youth Awards Ceremony will recognize 6,483 Utah youth ages five to 18 that entered the contest by creating anti-tobacco radio, TV or billboard/poster ads. Entries were grouped in elementary, junior and senior high school categories. There are cash prizes of \$300 for first place, \$200 for second and \$100 for third. Best of Contest winners will receive \$400 and have the opportunity to help produce their ads. The contest advertisements will air and be displayed in June 2005.

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